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Steve Ullman,
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Grant Parking, Inc.

William Hertz,
Vice President
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David Green,
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Honorary Directors:
Captain Connie Dial
LAPD - Hollywood

Leron Gubler
*Il Chamber
merce*



Hollywood Entertainment District
7083 Hollywood Blvd., Suite 304
Hollywood, CA 90028
phone 213 463 6767 fax 213 463 1839

January 29, 1999

TO: Mike Vitkiewicz, Manager
Special Assessments Unit
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District

SUBJECT: Fourth Quarter
October 1 through December, 1998

As is required in our Agreement with the city of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District. The fourth quarter was focussed upon expanding the Board of Directors, preparing to expand programs and implementing new marketing initiatives. Taking advantage of the HCIP funds, a marketing consultant was hired, and a marketing plan developed for the oncoming year.

I. Operational Issues

- ▶ The first meeting of the expanded Board of Directors for the Hollywood Entertainment District was November 19. Eight new directors were elected, and officers were chosen for the coming year.
- ▶ In response to questions raised by a property owner in the Phase II BID area, the Board authorized hiring Sheppard, Mullin, Richter and Hampton LLP to undertake legal research on questions related to the applicability of the Brown Act to a non-profit organization managing the BID.
- ▶ A Budget Working Group was formed, and a budget developed for the 1999 calendar year. Three budgets were created: one master budget and two "sub-budgets" for each of the two BIDs. Decisions were made about a formula to share and allocate certain administrative and common expenses.
- ▶ Recruitment commenced to hire an assistant to the executive director who will start after the first of the year.

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Fourth Quarter Report
Hollywood Entertainment District

- ▶ An open meeting for property owners was held on December 16, 1998 at the Hollywood branch of the LA Public Library. The meeting was held in conjunction with the Advisory Board Meeting for the Phase I BID.
- ▶ Year-end satisfaction surveys were distributed to Phase I property owners and other stakeholders in December. Results shall be tabulated in January.

II. Security

- ▶ Discussions continued with the CRA relative to the prospect of the HED assuming responsibility for security patrol along the MTA transit corridor (LaBrea to Western). Funds would come from the Hollywood Construction Impact Program (HCIP). A contract amendment between HED and CRA cannot be executed until the CRA and MTA complete an amended Memorandum of Understanding. During this quarter, the MTA and CRA never reached agreement; therefore, no HCIP-funded security services commenced.
- ▶ To prepare for the security patrols beginning in the Phase II BID area after the first of the year, the Board formed a Security Committee. At the November Board meeting, Burke Executive Security and Investigations (Burke ESI) presented a proposal to patrol the entire HED (Phase I and Phase II) for 1999. Subsequent to that, the Security Committee was assigned to work out a contract amendment with Burke ESI to present to the Board after the first of the year.
- ▶ Security surveys were distributed to Phase II property owners to seek their input on security priorities and scheduling.
- ▶ During the holiday season, the Board authorized an increase in security deployment to coincide with the visitor influx, and the activity at the El Capitan Theatre and Entertainment Centre where "a bug's life" was showing over a six-week period. Security patrols were extended to 10 p.m. on weekdays, and 1:00 a.m. on weekends. During the month of December, partially due to the increased security deployment, 66 individuals were arrested by HED security.
- ▶ During the fourth quarter of the year, Burke Security arrested 231 individuals, representing a 292 percent increase over the same period the year before.

III. Maintenance

- The HBT and HED Executive Directors initiated a regular schedule of face-to-face meetings to go over problem areas in the Phase I and Phase II BID areas. HBT is providing HED with photos, incident reports, and work activity logs.
- The Board authorized sending a letter to Councilmember Jackie Goldberg asking for her help to transfer responsibility for managing the Hollywood Vine Assessment District to the HED in order to consolidate maintenance functions.

IV. Streetscape Issues

- ▶ HED is working with the Bureau of Engineering to secure a recorded "waiver of damages" document from the County to finish the process of securing the revocable permits for street furniture for five cafes in the Phase I area.
- ▶ On October 22, 1998, the city released the draft concept plan for the "Hollywood Boulevard/Vine Street/Highland Avenue Pedestrian Oriented District Plan." The public meeting was held at the First Presbyterian Church in Hollywood. The Streetscape Committee formulated a response to the plan, which was sent to the city.
- ▶ HED representatives attended and testified at a December 21, 1998 meeting of the Board of Public Works to seek removal of 19 Ficus trees in the Highland/Hollywood street restoration area. Photos of the trees, and letters of support were presented to the Board from all property owners in the affected area. The permit was granted.
- ▶ The Board approved an expenditure of funds from the HCIP Streetscape grant to pay for twinkle lights on 13 Ficus trees and on nine palm trees, to augment that which was already paid for by the Chamber of the Commerce.

V. Marketing

- ▶ A marketing consultant, Kim Sudhalter, was hired in early October to promote the activities of the HED to the media.
- ▶ ERA presented a final report, "Measurements of Success of the Hollywood Entertainment District: First Year Economic Activity

**Fourth Quarter Report
Hollywood Entertainment District**

Growth 1996-97," to the HED Board at their October Board meeting.

- ▶ A press release about the ERA benchmarking study was released to the media in October generating a good deal of media attention, with articles or mention appearing in: Los Angeles Business Journal, Hollywood Independent, Daily Variety, Hollywood Reporter.

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